

Updated Museum Master Exhibit Plan Unveiled

Embargoed Until 1:00 P.M. CST - Winnipeg, May 4th, 2007: World – renowned interpretive museum designer, Ralph Appelbaum today unveiled an updated vision for a Master Exhibit Plan for the Canadian Museum for Human Rights. Ralph Appelbaum Associates was retained by Friends of the Canadian Museum for Human Rights Inc. (FCMHR) in 2003.

At a public event held at the Winnipeg Convention Centre, hundreds of Museum supporters came out to get a glimpse of how the human rights museum might look from the inside.

On April 20th, the Government of Canada announced an agreement with four public and private sector partners (including FCMHR) to establish the Canadian Museum for Human Rights in Winnipeg. This would be Canada's first new federal museum in 40 years.

The Museum is envisioned to be a journey of hope that inspires people to action through education. Although the past will be examined, the focus will be on the present and future to inspire learning and understanding.

Some of the focus areas envisioned by Mr. Appelbaum include:

- **Aboriginal Rights and Human Rights** – Elders and other members of Aboriginal communities will tell their personal stories, comment on the treaties and their nations' struggles for human rights;
- **Canada's Human Rights Journey** – A look at the history of human rights struggles and advocacy in Canada, and the nation's development of human rights laws and institutions;
- **The Human Rights Forum** - A range of interactive programmes to reveal how personal actions (and inactions) have an impact on human rights, locally and around the world;
- **Eye on the World** - This level looks at global human rights today with a real-time map of human rights issues, such as poverty or discrimination against women.

At the end of the journey, visitors will have an opportunity to reflect on their journey and signal their personal commitment to human rights by leaving their image and name in the Museum's digital guestbook.

Gail Asper, Campaign Chair, spoke about the challenges ahead of making the dream for the Museum a reality by taking the fundraising campaign across Canada to raise the remaining \$30 million required from the private sector.

"The only thing standing between the idea of the Museum and the reality of the Museum is the financial commitment from Canadians to make it happen," said Gail Asper. "It is time for the private sector to step up to the plate, to contribute the remaining funds to complete the building and content. "

Targeted to open in 2011, the Canadian Museum for Human Rights marks the first time that 3 levels of government have joined together with the private sector to form an agreement to create a national, cultural institution.

Ralph Appelbaum has extensive involvement in every facet of museum planning and exhibition design. His work for the United States Holocaust Memorial Museum, the American Museum of Natural History, and The Newseum has won every major design award.